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UNIVERSITY OF TORONTO

UNIVERSITY EXTENSION

evening classes

1952-1953

course in

PAINT POWER

Sponsored by the

Toronto Paint Club and the

Canadian Paint, Varnish and Lacquer Association

commencing

MONDAY EVENING, OCTOBER 20TH, 8 P.M.

Room 1035, Wallberg Memorial Building,

COLLEGE STREET

LIFELONG LEARNING

PAINT POWER

EIGHT LECTURES **MONDAY EVENINGS**

This course, the fifth of a series, is offered in collaboration with the Toronto Paint Club and the Canadian Paint, Varnish and Lacquer Association. Acknowledgment is made of the cordial support and co-operation of the Educational Committee of the Club. The names of the members of this Committee are listed below.

CHAIRMAN: **G. E. Juby,**
International Varnish Company Limited

J. F. Lang, Nuodex Products of Canada Limited
Hugh Campbell, Canadian Industries Limited
W. Saunders, E. Harris and Company Limited
J. F. Manley, Brandram-Henderson Limited
D. Hawthorne, Martin Senour Company Limited
W. M. Olver, T. S. Simms and Company Limited
E. F. McGee, Canadian Mineral Spirits Limited
R. L. Troke, Canadian Paint & Varnish Magazine
A. Firth, Ontario Retail Hardware Association

COURSE DIRECTOR: **D. G. W. McRae, (B.Arch.), M.F.A., M.R.A.I.C., A.R.I.B.A.**

PLACE: Room 1035, Wallberg Building

TIME: Mondays, 8 p.m., commencing October 20th

FEE: $8.00

REGISTRATION:

By mail or in person at Room 232, Simcoe Hall (second floor), daily from 9 am. to 5 p.m., except Saturdays. **In order to accommodate students and enable them to enrol early, registrations will be taken the week of September 22nd, Monday, Tuesday, Wednesday and Thursday evenings from 7 to 9:30 p.m. in the Mechanical Building, Kings College Road.**

LECTURES:

October 20th

OPPORTUNITIES THAT ARE YOURS THROUGH PAINT POWER

LECTURER: **Leonard Hynes**, General Manager, Paints and Coated Fabrics Department, Canadian Industries Limited.

October 27th

DEVELOPMENT OF THE PAINT INDUSTRY AND THE TYPES OF PRODUCTS IT MANUFACTURES

LECTURER: **Frank S. Grundy**, Imperial Varnish and Colour Company Limited.

November 3rd

PAINTING PROCEDURES—HOW TO APPLY THE VARIOUS PROTECTIVE COATINGS

LECTURER: **F. A. R. McNair**, Linington McNair Company Limited.

November 10th

THE POWER OF COLOUR—WHAT IT IS AND WHAT IT DOES

(A colour film will be used at this lecture)

LECTURER: **W. Sinclair**, Canadian Industries Limited

November 17th

THE PRINCIPLES OF SELLING (You and the Customer)

LECTURER: **John T. Tee**, Advertising Manager, Electric Auto-Lite Limited.

November 24th

THE MERCHANDISING OF PAINT IN THE RETAIL STORE

LECTURER: **Harry Van Zant**, Lowe Brothers Company Limited.

December 1st

ADVERTISING AND SALES PROMOTION

LECTURER: **G. Brian Mills**, International Varnish Company Limited.

December 8th

REVIEW OF COURSE

Film—One Man Listens—Prizes and presentation of certificates

LECTURER: **W. A. Shone**, Sturgeons Limited, President, Toronto Paint Club

Applications

may be obtained from

THE DIRECTOR,

University Extension,

Simcoe Hall,

UNIVERSITY OF TORONTO

Phone Midway 6611

Locals 18, 21, 22, 23